

(30) Priority Data:

## WORLD INTELLECTUAL PROPERTY ORGANIZATION



## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification <sup>6</sup> :	A1	(11) International Publication Number:	WO 99/44159
G06F 17/30		(43) International Publication Date:	2 September 1999 (02.09.99)

(21) International Application Number: PCT/US99/04166

(22) International Filing Date: 26 February 1999 (26.02.99)

60/076,179 27 February 1998 (27.02.98) US 60/076,404 27 February 1998 (27.02.98) US Not furnished 26 February 1999 (26.02.99) US

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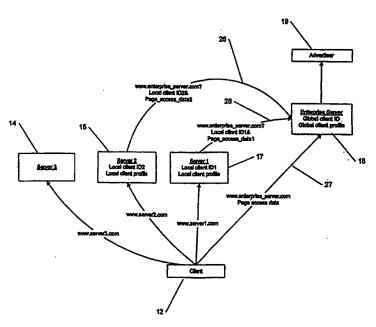
(81) Designated States: AU, CA, JP, KR, European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).

## Published

With international search report.

Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

(54) Title: SYSTEM AND METHOD FOR BUILDING USER PROFILES



## (57) Abstract

A computer apparatus and a method are described for establishing a global interest profile of a user. At least one local server and an enterprise server communicate with the user via a communication channel. The local server assigns a local ID to the user. The enterprise server assigns to the user a global ID and links the local ID and local user information with the global ID to form a global interest profile of the user. The identity of the users is not shared between servers, thereby maintaining the privacy of the user. Also described is a method for forming and updating user profiles that operates incrementally and in real time.